## Message Text

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**UNCLAS TOKYO 15884** 

E.O. 11652: N/A TAGS: ETRD

SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK ENDING NOVEMBER 1. END SUMMARY.

JW-6-301. 1. THE VISIT USA COMMITTEE IN AUSTRALIA WAS FORMED DURING THE VISIT TO AUSTRALIA OF THE TOKYO FIELD OFFICE DEPUTY DIRECTOR. SYDNEY CONSULATE GENERAL COMMERCIAL ATTACHE BASIL WENTWORTH WILL SERVE AS SECRETARY WITH A SLATE OF TRAVEL INDUSTRY OFFICERS TO BE ELECTED FROM U.S. TRAVEL INDUTSTRY REPRESENTATIVES. USTS/TOKYO WIWL ACT IN AN ADVISORY CAPACITY ONLY. THE COMMITTEE'S FIRST TASKS WILL BE TO ADVISE THE TRAVEL TRADE ON SOURCES OF VISIT USA INFORMATION AND BROCHURES AND TO DEVELOP A PLAN FOR ALIMITED SERIES OF FAMILIARIZATION TOURS FOR AGENTS AND JOURNALISTS.

2. LEISURE AND ADVENTURE, A JAPANESE BI-MONTHLY RECREATION MAGAZINE WITH A CIRCULATION OF 100,000, WILL PUBLISH A 4-PART SERIES ON BICENTENNIAL USA EVERY OTHER MONTH BEGINNING IN FEBRUARY 1976. HISTORIC ATTRACTIONS, CONTEMPORARY LEISURE, OUTDOOR RECREATION AND CULTURAL ATTRACTIONS WILL BE COVERED IN A TOTAL OF 240 PAGES, HALF IN COLOR. THE VALUE OF THIS EXPOSURE IF PURCHASED AS ADVERTISING IS DOLS250,000. USTS TOKYO'S CONTRIBUTION WILL BE TWO ROUND TRIP TICKETS TO THE USA OBTAINED AT NO COST TO THE GOVERNMENT UNDER PROVISIONS OF THE CAB WAIVER PROGRAM. HODGSON

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## Message Attributes

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Subject: WEEKLY HIGHLIGHTS SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK TAGS: ETRD, JA, US

To: COM

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